

ORDER



Orders
Order / Rev: 690765 - 2
Alt Order #:
Product Desc: Stabenow for Senate
Estimate:
Flight Dates: 10/22/12 - 10/28/12
Original Date / Rev: 09/25/12 / 09/25/12
Order Type: Political

WZZM 13

Primary AE: Tim Siegel
Sales Office: WZZM
Sales Region: LOC

Agency Name: Media Strategies & Research/ POL
Buying Contact:
Billing Contact:
 11350 Randon Hills Road, Suite 670
 Fairfax, VA 22030

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Stabenow, D/ D/ Senate
Demographic: A25-54
Product Codes: PL-Federal, PL-US Senate
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	101	\$32,450.00	\$27,582.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	101	\$32,450.00	\$27,582.50	0.00
Totals	101	\$32,450.00	\$27,582.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Tim Siegel			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WZZM	10/22/12	10/26/12	M-F 5-530a M-F Morning News	CM	5-530a	MTWTF--	:30	5	\$105.00	P-3	0.00	NM	5	\$525.00
2	WZZM	10/22/12	10/26/12	M-F 530-6a M-F Morning News	CM	530-6a	MTWTF--	:30	5	\$140.00	P-3	0.00	NM	5	\$700.00
3	WZZM	10/22/12	10/28/12	M-F 6-7a M-F Morning News	CM	6-7a	MTWTF--	:30	6	\$355.00	P-2	0.00	NM	6	\$2,130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--		6			\$355.00			0.00			
4	WZZM	10/22/12	10/28/12	M-F 7-9a M-F Good Morning America	CM	7-9a	MTWTF--	:30	10	\$355.00	P-2	0.00	NM	10	\$3,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--		10			\$355.00			0.00			
6	WZZM	10/27/12	10/27/12	WZZM Sat Weekend AM Sat Weekend AM News	CM	6a-8a	-----S-	:30	1	\$75.00	P-3	0.00	NM	1	\$75.00
7	WZZM	10/27/12	10/27/12	Sa 8-9a Sa Good Morning America	CM	8-9a	-----S-	:30	1	\$110.00	P-3	0.00	NM	1	\$110.00
10	WZZM	10/28/12	10/28/12	Su 8-9a Su Good Morning America	CM	8-9a	-----S	:30	1	\$110.00	P-3	0.00	NM	1	\$110.00
11	WZZM	10/22/12	10/22/12	M-F 10-1030am Millionaire	CM	10-1030am	M-----	:30	1	\$50.00	P-4	0.00	NM	1	\$50.00
12	WZZM	10/23/12	10/26/12	M-F 1030-11am Millionaire	CM	1030-11a	-T--F--	:30	2	\$50.00	P-4	0.00	NM	2	\$100.00
13	WZZM	10/24/12	10/24/12		CM	11a-12n		:30	1	\$120.00	P-4	0.00	NM	1	\$120.00

Order / Rev: 690765 - 2
 Alt Order #:
 Flight Dates: 10/22/12 - 10/28/12

Advertiser: Stabenow, D/ D/ Senate
 Product Desc: Stabenow for Senate
 Estimate:

WZZM 13

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				The View			--W----								
				The View											
14	WZZM	10/25/12	10/25/12	M-F 12-1230p Noon News	CM	12-1230pm	---T---	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
15	WZZM	10/22/12	10/26/12	M-F 1230-1p Judge Gloria	CM	1230-1p	M--F--	:30	2	\$70.00	P-4	0.00	NM	2	\$140.00
16	WZZM	10/23/12	10/23/12	The Chew The Chew	CM	1-2p	-T-----	:30	1	\$95.00	P-4	0.00	NM	1	\$95.00
17	WZZM	10/22/12	10/26/12	M-F 3-4p Katie	CM	3-4p	MTWTF--	:30	5	\$150.00	P-3	0.00	NM	5	\$750.00
18	WZZM	10/22/12	10/26/12	M-F 4-430pm Judge Judy	CM	4-430p	MTWTF--	:30	5	\$120.00	P-3	0.00	NM	5	\$600.00
19	WZZM	10/22/12	10/26/12	M-F 430-5pm Judge Judy	CM	430-5p	MTWTF--	:30	5	\$120.00	P-3	0.00	NM	5	\$600.00
20	WZZM	10/22/12	10/26/12	M-F 5-530pm Judge Judy	CM	5-530p	MTWTF--	:30	5	\$195.00	P-3	0.00	NM	5	\$975.00
21	WZZM	10/22/12	10/26/12	M-F 530-6pm M-F News	CM	530-6p	MTWTF--	:30	5	\$300.00	P-3	0.00	NM	5	\$1,500.00
22	WZZM	10/22/12	10/26/12	M-F 6-630p M-F News	CM	6-630p	MTWTF--	:30	5	\$600.00	P-3	0.00	NM	5	\$3,000.00
24	WZZM	10/22/12	10/26/12	M-F 7-730p M-F Entertainment Tonight	CM	7-730p	MTWTF--	:30	5	\$210.00	P-3	0.00	NM	5	\$1,050.00
25	WZZM	10/22/12	10/26/12	M-F 730-8p Insider	CM	730-8p	MTWTF--	:30	5	\$210.00	P-3	0.00	NM	5	\$1,050.00
26	WZZM	10/22/12	10/22/12	Mon Prime Other Dancing w/th Stars	CM	8-10p	M-----	:30	1	\$1,440.00	P-3	0.00	NM	0	\$0.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NZZM	10/22/12-10/22/12		Mon Prime Other		8-10p	M-----	:30		(\$1,440.00)		0.00	NM		
		Credited													
		[credit na's]													
27	WZZM	10/23/12	10/23/12	Tue Prime C Tu 10-11p	CM	10-11p	-T-----	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
28	WZZM	10/24/12	10/24/12	Wed Prime B Wed 9-10p	CM	9-10p	--W----	:30	1	\$1,560.00	P-3	0.00	NM	1	\$1,560.00
29	WZZM	10/24/12	10/24/12	Wed Prime C Wed 10-11p	CM	10-11p	--W----	:30	1	\$540.00	P-3	0.00	NM	1	\$540.00
31	WZZM	10/25/12	10/25/12	Thu Prime B Grey's Anatomy	CM	9-10p	---T---	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
33	WZZM	10/28/12	10/28/12	Sun Prime C Revenge	CM	9-10p	-----S	:30	1	\$1,440.00	P-3	0.00	NM	1	\$1,440.00
34	WZZM	10/28/12	10/28/12	Sun Prime D 666 Park Ave	CM	10-11p	-----S	:30	1	\$480.00	P-5	0.00	NM	1	\$480.00
35	WZZM	10/22/12	10/26/12	M-Su 11-1135p LN M-Su Late News	CM	11-1135p	MTWTF--	:30	5	\$470.00	P-2	0.00	NM	5	\$2,350.00
36	WZZM	10/27/12	10/27/12	M-Su Late Run News M-Su Late Run News	CM	1130p-1205a (11:30 PM-12:05 XM)	-----S-	:30	1	\$120.00	P-3	0.00	NM	1	\$120.00
37	WZZM	10/28/12	10/28/12	M-Su 11-1135p LN M-Su Late News	CM	11-1135p	-----S	:30	1	\$360.00	P-3	0.00	NM	1	\$360.00
38	WZZM	10/22/12	10/25/12	Nightline Nightline	CM	1135p-1202a	MTWT---	:30	4	\$240.00	P-3	0.00	NM	4	\$960.00
39	WZZM	10/25/12	10/25/12	Thu Prime A Th 8-9P	CM	8-9p	---T---	:30	1	\$480.00	P-3	0.00	NM	1	\$480.00
40	WZZM	10/28/12	10/28/12	Sun Prime B Su 8-9p	CM	8-9p	-----S	:30	1	\$1,440.00	P-3	0.00	NM	1	\$1,440.00

